

The Burning Question AKA Reefer Madness Presented on 35mm (MA)

DATE: Saturday, August 30, 2025
LOCATION: Como, Western Australia, AU

Event Description

The Burning Question AKA Reefer Madness Presented on 35mm (MA) is a premier performing-arts event in Como. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: performing-arts
Importance Rank: 50/100
Expected Attendance: 10,000 people
Event ID: ALur8ZhPGke5rJbiRz

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.
